

2010

convo™

Because we understand.

Report

Confidential

# Areas

- **Convo Update**
- **Fraud/Waste/Abuse**
- **Equipment Voucher**
- **Certification**

# Convo Update

- **Convo Employs Total of 67**
  - 27 Non-Call Center Employees
  - 70 Employees Across 4 Call Centers
- **Convo Executive Level: Nearly All-Deaf**
  - CFO Hearing Person: Vast Experience in Start-Up Co
- **90% of Convo Staff Is Deaf**
  - Majority of Hearing Staff Can Sign Well
- **Potential Tier II: 40K – 50K Per Month**
- **New Product Soon To Be Launched**

# Minimize Fraud Suggestion

- **Reporting Requirements**
  - **BDR Include Brand Service Reporting**
    - Call Center ID
    - Inbound/Outbound Telephone Number
    - Inbound/Outbound IP Addresses
    - Time Stamps: Session, Conversation & Total

# Rationale

- **Current BDR Lack Information on Specific Brand Providers**
  - **Unable to Know Total Minutes From One Specific Brand Providers**
  - **Unable to Identify Focused IP Addresses from One Specific Brand Providers**
- **NPRM To Separate White Provider's Data From Certified Provider**

# Sample Existing Regs

- **Brand Provider Submits to Certified Provider 2,000 Minutes**
  - **Brand Provider Processes Approx 100 Calls and Total 750 Minutes Using One Telephone Number.**
- **Certified Provider Submits 125,000 Minutes to the NECA**
  - **750 Minutes Integrated with Certified Provider's 125,000 Minutes**
  - **One Telephone Number Traffic Usage About 0.6% of Total 125,000 Minutes**
  - **This May Not Raise a Red Flag**

# Sample “New Regs”

- **Brand Provider Data Reported Separately**
  - 2,000 Minutes
  - 750 Minutes for One Telephone Number
  - 750 Represents 37.5% of the Total 2K
  - Easier to Monitor and Identify Problem Areas
- This may raise a red flag.

# Two Types of White Brand Companies

- **Not Full Fledged Companies**
  - Typically 8 Hour Service: 8 to 5
  - Focused Marketing
    - Family/Friends
    - Local Business Contacts: i.e. Vocational Rehab Counselors, etc
  - May Operate One Call Center or None
  - Not Seriously Pursuing Certification



# Two Types of White Brand Companies

- **Full Fledged Companies**
  - 24 Hour Service
  - National Marketing
  - Has Technical Platform
  - Fully Staffed for Marketing, Technical, and Operation
  - Wants VRS Certification

# Solution?

## Provisional Certification

- **Provisional Certification Approval Process Becomes Easier When Evaluating the Data of the Company.**
- **Fraud/Waste/Abuse Aspect Is Cleaned Up on the White Brand Provider Level.**

# Equipment Voucher

- **Combined CEO & VP Regulatory 24 Years Experience in State Equipment Distribution Program**
  - California and Texas
  - VP Underwrote Texas Law for EDP
  - CEO in California DTTP

# California System

- Worked in California Relay System oversight department for first 2 years.
- Moved and managed DDTP/CPUC's wireless equipment program for the low-income qualified applicants (i.e. deaf, blind, speech disabled, etc)
- DDTP managed the program, inventory and outsourced the contract to a warehouse for the equipment.
- Field Advisors / Outreach specialists
- Customer Service department
- 1 part of equipment allowed for each qualified applicant. Wireless equipment became an exception.

# Texas System

- Equipment Distributed by Non-Provider
- Ownership Goes to Relay Users
  - Work Out Problem With Product Directly W/ Manufacturer
- Voucher Assigned Based On Disability
  - Verification of Disability Required
- Voucher Term 5 Years Before Getting New Voucher
- One Per Residence
  - Allow One Each for Home Residence and Business

# Certification

- Convo Applied Oct 30, 2009
- Texas Recognized Convo as Carrier
- Convo Meets All the Criteria required
  - ASA
  - Operate Call Centers 24/7
- Owners have extensive background experience
  - Total 48 Years Experience
    - Regulatory (21 Years)
    - Technical (14 Years)
    - Marketing (13 Years)

# Insight Into 1st Tier

- Based on NECA May Report, Educated Assumptions:
  - Largest Provider: 83.7%
  - Next three Largest Providers In Order:
    - 7.74%
    - 5.96%
    - 1.60%
  - Convo: 0.51%
  - Remaining Leftover %: 0.54%
  - Conclusion: Is Convo the 5th Largest Provider?

# Questions?